

# PUBLIC SPEAKING

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# What you say & How you say it!

Public speaking is about content as much as it is about presentation. That is, it's not enough just to have charismatic speaking skills-- you need to actually say something in a manner that effectively informs or persuades the audience.

# Barack Obama 2004 DNC Convention



[http://www.youtube.com/v/eWynt87PaJ0&feature/player\\_embedded#at/803](http://www.youtube.com/v/eWynt87PaJ0&feature/player_embedded#at/803)



# What You Say

# The take-away message

If I remember only one thing from your speech – what should it be?

- ❑ What is your main message?
- ❑ Limit your speech to a few key points.
- ❑ Start with your strongest idea or end with your strongest idea – don't let it get lost in the middle.
- ❑ Keep your message clear & simple.
- ❑ Keep it short.

# Hillary Clinton – Women's Rights are Human Rights



<http://www.youtube.com/v/GXmm0mO3PG0&feature/related>



# How You Say IT

# 1. Look Your Best

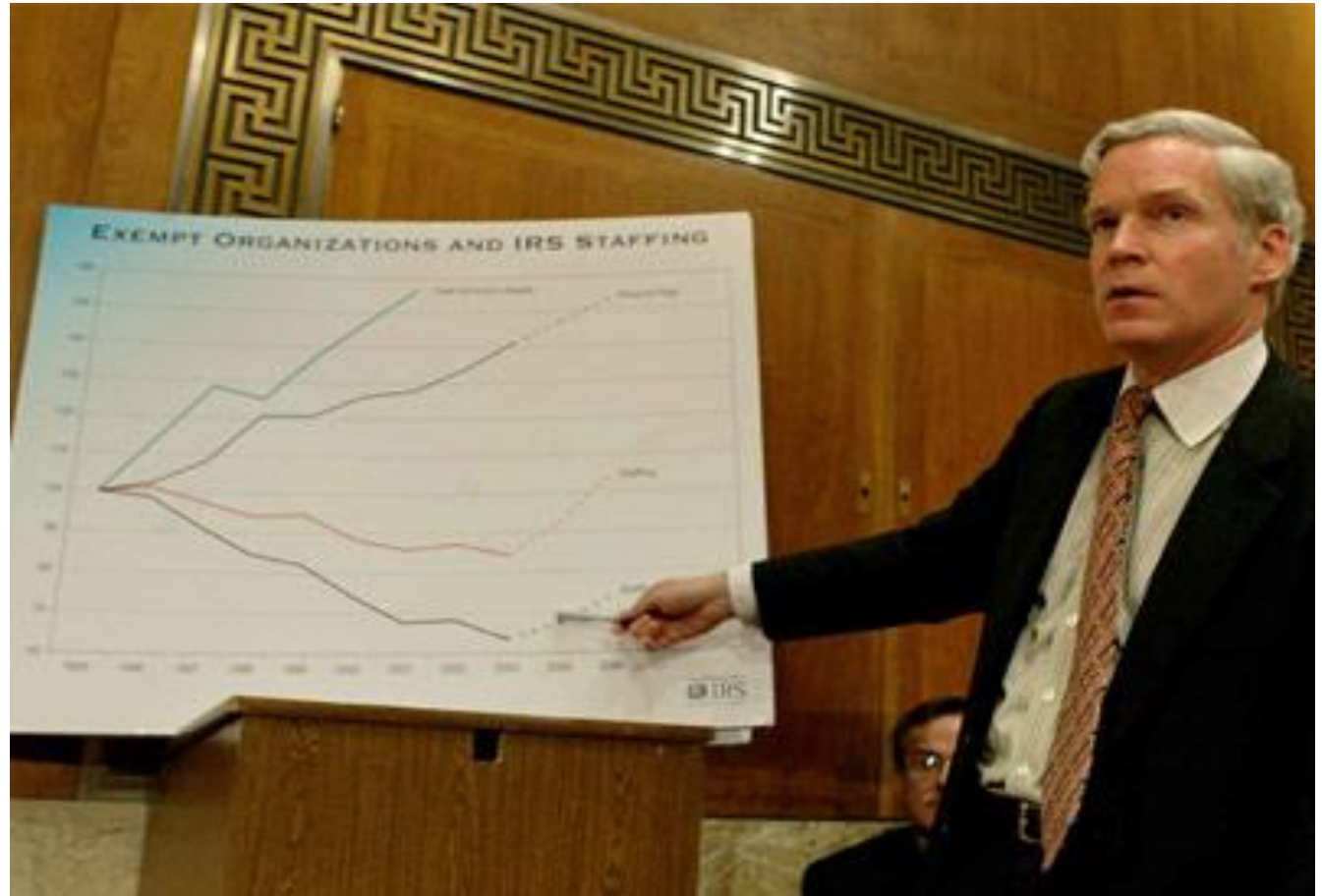
The better you look, the more ready and professional you'll feel. It's best to dress both professionally and comfortably.





## 2. Know Your Material

Know your topic and what you're going to say about it. The more you know, the more confident you'll be.



# 3. Hello, Room. Nice to Meet You.

Arrive early, walk around the speaking area and practice using the microphone and any visual aids. The more familiar you are with your environment, the more comfortable you'll be.



# 4. Know Your Audience

Know who your audience is and tailor your speech and delivery to them. Give them what they want!



# 5. Practice, Practice, Practice

Once you're prepared, go through the speech. Then read it again. Then again. And then once more. Practice in front of a mirror. Practice to your dog.



# 6. Relax!

*Deal with your fear and control it so that it doesn't control you. Don't worry only you will know when you make a mistake!*

- **Four Steps to Relax Yourself**
- **Step 1:** Admit to yourself that you're nervous.
- **Step 2:** Think about what you're going to say and what effect you'll have on your audience. The mental preparation will calm you down and take your mind off the fear.
- **Step 3:** Act confident. Sure you're nervous, but the audience doesn't have to know that. If you project confidence, the audience will react positively and this will increase your confidence even more. And finally...
- **Step 4:** Start strong and end strong. A strong introduction will propel you through the rest of your speech and wipe out any fear you begin with. Ending strong will also counteract a shaky beginning due to nervousness.



# 7. Be Confident

Take command of the room.

- Stand tall.
- Good Posture.
- Eye Contact.
- Loud, clear and confident speaking voice.

If you believe that you'll be great, you will be. If you think you're going to fail, you probably will. And remember mistakes are okay. It's as simple as that.



# 8. Be Yourself

Despite what you may believe, people don't want you to fail. They ultimately want to see you succeed. Give them what they want by just being the best you can be.



# It doesn't have to be painful!



<http://www.youtube.com/v/inDf6-TUq5s&feature/related>



# Presentation Sources

- <http://www.toastmasters.org/tips.asp>
- <http://money.howstuffworks.com/18-tips-for-public-speaking18.htm>